



FLASH REPORT

Shari Teitelbaum and Lisa Han

DATE: July 28, 1997
TO: Distribution
SUBJECT: PARLIAMENT LIGHTS KINGS BOX - Section 24 Performance Week Ending 7/12/97

Attached are the weekly flash reports for the Parliament Lights Kings Box expansion in Section 24 for the week ending 7/12/97. Key findings are summarized below.

Share

During the week ending 7/12/97, the share of Parliament Lights KSB continued to make slow, steady progress toward its share goal. Gaining .05 share points, the packing's share has climbed to .49% to approximate the 0.5% share goal set for Section 24. Share in C-stores rose slightly (+ .08 share points) to .54%, while supermarkets continued to remain relatively stable (+ .03) during the prior week. Since the packing's expansion, a gain of .41 share points in C-stores has primarily fueled the .28 share point growth in AOC. Share for the Kings Soft and 100's packings remained relatively stable versus the prior week, despite a slight decline of the Kings Soft (- .06) packing in C-stores.

The share gain in C-stores stocking KSB (+ .13 to .92%) was also the key driver in increases seen in AOC (+ .07 points to .81%). Changes in supermarkets (+ .05 to .57%) were more moderate for the week ending 7/12/97.

Shares of all other OPB's continued to fluctuate, declining .07 share points during the week ending 7/12/97. Since the packing's expansion, declines have been noted in shares of total other OPB's (- .27). Of interest, Merit's share, which has shown the largest decline in C-stores (- .15) since the expansion, rose one-tenth of a point during the prior week in that trade class.

Distribution

During the week, there was again basically no change in distribution in either supermarkets or C-stores. Since its introduction (w/e 4/26/97), distribution in C-stores has grown 20 points to 61%, while supermarkets have shown lesser gains (+ 5.0 to 66%). Distribution of the KSB packing in both trade classes has remained relatively level since the week ending 5/31/97.

Causal

For the week ending 7/12/97, a notable rise in causal offers (+ 6.4) was seen in C-stores, driven by an increase in the BIG1F offering (+ 9.0 to 24.2%). In supermarkets, overall levels of causal activity remained low (9.8%). No initial reporting of the July promotion (\$.50 off two-packs of KSB) has been noted during the first two weeks of the month.

2071177711

Visibility

Little improvement in retail visibility for KSB was seen versus the prior week. Visibility of the packing inched up 1.4 points to 49.6% in AOC as a result of rises in supermarkets (+ 1.9) and C-stores (+ 1.3) during the week ending 7/12/97. Of note, the June B1G1F offer was visible in only 14.9% of Florida stores, with declines of 3.8 points in supermarkets and no change in C-stores versus the prior week. Visibility of the July promotion (\$.50 off two-pack purchase) began to appear in C-stores, with 5% visibility of the offer reported.

POS availability (excluding temporary displays) remained relatively stable in AOC, despite declines seen in supermarkets (- 13.5). In supermarkets, improvements in the placement of the dangler reported in the prior week were mostly eradicated (- 6.9) as the dangler became the sole POS material visible during the week ending 7/12/97. Nevertheless, the dangler and poster continued to remain the most visible in-store POS in AOC.

By market, Orlando (+ 4.0) and Miami (+ 2.7) were the only two markets to show any visibility improvement, while slight declines were noted for overall KSB visibility in Tampa (- 2.9). As a result of these shifts, overall visibility became highest in Orlando (81.3%), followed by Tampa (74.7%) and Miami (54.7%). Orlando (+ 6.7 to 32.0%) and, to a lesser degree, Miami (+ 1.3 to 9.3%) were also the only two markets which showed any improvement of the B1G1F offer. Initial visibility of the July (\$.50 off two-pack purchase) promotion, which was seen only in Orlando during the prior period, started to appear in the remainder of the markets with the exception of Jacksonville. Visibility of the July promotion was most evident in Orlando and Miami at 8.0 %, followed by Pensacola (6.7%). Of interest, Orlando and Miami were also the only two markets which showed gains in non-promotional 20 pack displays (+ 6.7 and + 1.3, respectively).

Distribution:

NYO

M. Anton
J. Bonhomme
S. Fuller
A. Goldfarb
B. Iler
S. LeVan
C. Levy
A. MaCrae
J. Mortensen
P. Nebosky
B. Neidle
A. Sinha
L. Steen
M. Waldman

Florida

S. Caldwell (Heathrow 407-333-1613)
A.B. Campbell (Pensacola 904-479-3268)
W. Cashion (Heathrow 407-333-1613)
J. Clary
P. Egan (Tampa 813-621-2231)
F. Messenger (Heathrow 407-333-1613)
D. Mudd (Deerfield Beach 954-698-0074)
G. Wren (Jacksonville 904-737-5065)

Y & R (212-210-5460)

K. McCloskey
L. Schwed
C. Wilson

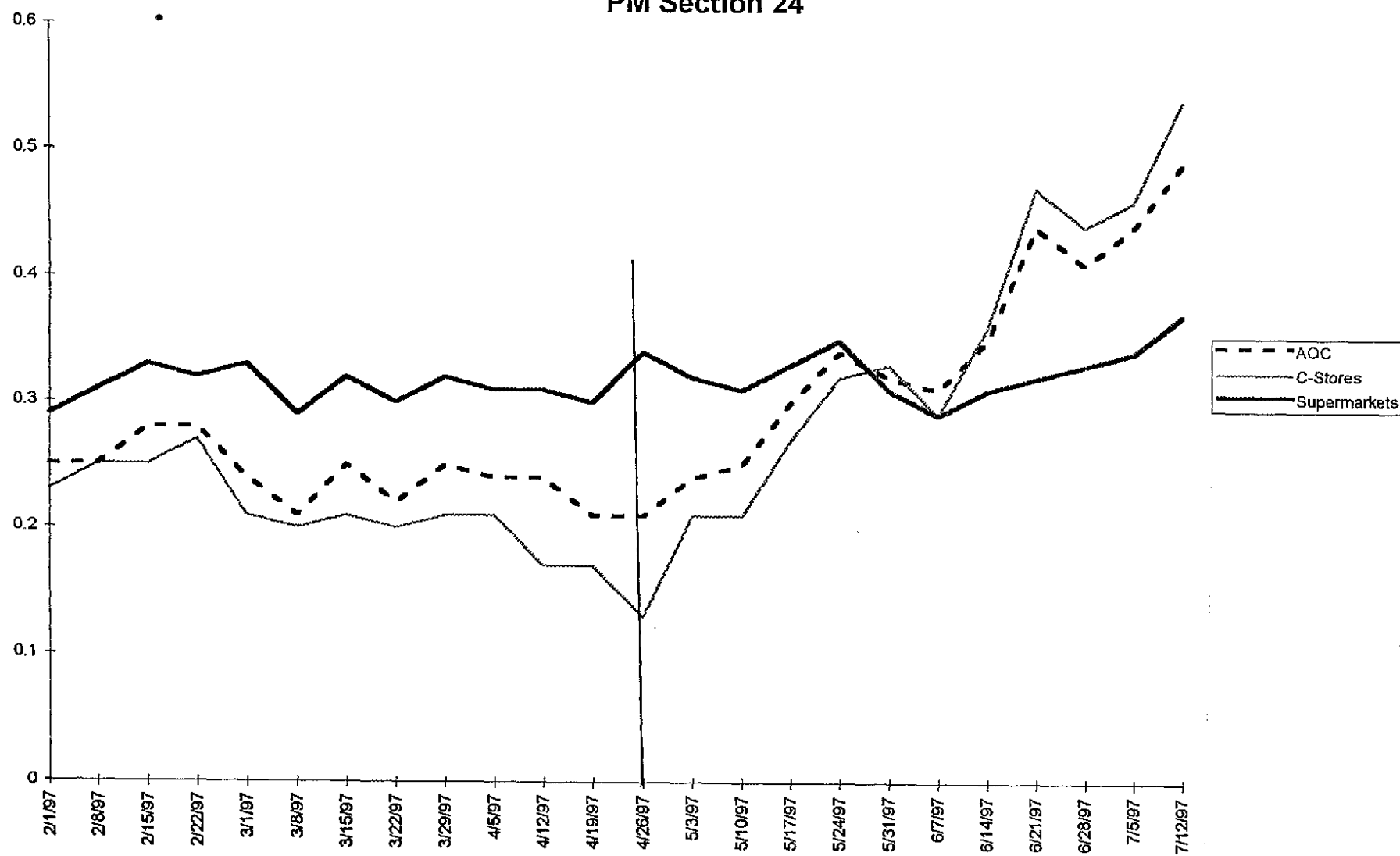
2071177712

PARLIAMENT LIGHT'S KING SIZE BOX FLASH REPORT												
PM SECTION 24												
Week Ending 7/12/97												
	AOC*				Supermarkets				C-Stores			
	Wk Ending 7/12/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97	Wk Ending 7/12/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97	Wk Ending 7/12/97	Diff. vs. Week Ago	Diff vs. 4/26/97	Cum Since 5/3/97
Share												
Total Parliament	0.91	-0.01	0.15	0.84	1.03	0.02	-0.03	1.01	0.86	0.02	0.24	0.75
Kings Box	0.49	0.05	0.28	0.36	0.37	0.03	0.03	0.33	0.54	0.08	0.41	0.36
Kings Soft	0.12	-0.04	-0.07	0.16	0.19	0.02	0.00	0.18	0.1	-0.06	-0.11	0.15
100's	0.3	-0.02	-0.06	0.33	0.47	-0.03	-0.06	0.51	0.21	-0.01	-0.07	0.23
Share In Stores Stocking												
Total Parliament	1.09	0	0.14	1	1.11	0.04	-0.02	1.1	1.07	0.03	0.25	0.89
Kings Box	0.81	0.07	0.17	0.63	0.57	0.05	0	0.53	0.92	0.13	0.34	0.65
Kings Soft	0.28	-0.04	-0.05	0.32	0.29	0.01	-0.01	0.3	0.29	-0.07	-0.07	0.38
100's	0.45	-0.02	-0.06	0.47	0.55	-0.02	-0.04	0.59	0.36	0	-0.1	0.39
Other OPB Share												
Total	9.06	-0.07	-0.27	9.13	12.21	0.23	0.02	12.14	7.58	-0.25	-0.28	7.77
Merit	2.11	0.07	-0.17	2.14	2.68	0.02	-0.01	2.62	1.91	0.1	-0.15	1.96
Virginia Slims	3.06	0.04	-0.17	3.12	4.02	0.06	-0.1	4.06	2.61	-0.04	-0.12	2.69
Benson & Hedges	3.89	-0.18	0.06	3.87	5.51	0.15	0.13	5.46	3.06	-0.31	-0.01	3.12
Key Competitive Brand's Share												
Marlboro	35.41	-1.15	-0.58	35.86	31.14	0.84	-0.22	30.43	36.45	-1.57	-0.56	37.07
Camel	4.32	0.12	0.27	4.34	2.56	0.11	0.19	2.47	5.16	0.13	0.3	5.2
Winston	5.84	-0.02	0.29	5.82	6.84	0.4	0.26	6.54	5.57	-0.05	0.33	5.61
Newport	5.44	0.51	0.54	4.95	4.22	0.02	0.46	4.14	5.99	0.77	0.53	5.35
Lucky Strike	0.18	-0.01	-0.02	0.18	0.24	0.02	0.01	0.24	0.16	0	-0.01	0.15
Total Discount	25.85	0.84	0.3	25.46	20.87	-1.5	0.49	21.37	27.42	1.27	-0.14	26.96
Distribution												
Total Parliament	NA			NA	90	-3	-2	91	81	-3	5	84
Kings Box	NA			NA	66	1	5	69	61	-1	20	66
Kings Soft	NA			NA	65	6	4	65	54	-6	-5	63
100's	NA			NA	83	-5	-5	83	70	-2	13	73
% Causal - Kings Box												
Total	NA			NA	9.83	0.13	NA	NA	26.68	6.44	NA	NA
B1G1F w/Hologram pack	NA			NA	8.62	-0.45	NA	NA	24.17	9.02	NA	NA
\$.50 off 2-pack	NA			NA	0.00	0	NA	NA	0.00	0	NA	NA
Price Gap vs Selected OPB - Pack												
Total Parliament	NA			NA	\$ (0.01)	NA	NA	NA	\$ -	NA	NA	NA
Kings Box	NA			NA	\$ -	NA	NA	NA	\$ 0.03	NA	NA	NA
Kings Soft	NA			NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA
100's	NA			NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA
Price Gap vs Selected OPB - Carton												
Total Parliament	NA			NA	\$ 0.07	NA	NA	NA	NA	NA	NA	NA
Kings Box	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
Kings Soft	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
100's	NA			NA	\$ -	NA	NA	NA	NA	NA	NA	NA
Source: Nielsen Projected Store Level Data												

Source: Nielsen Projected Store Level Data

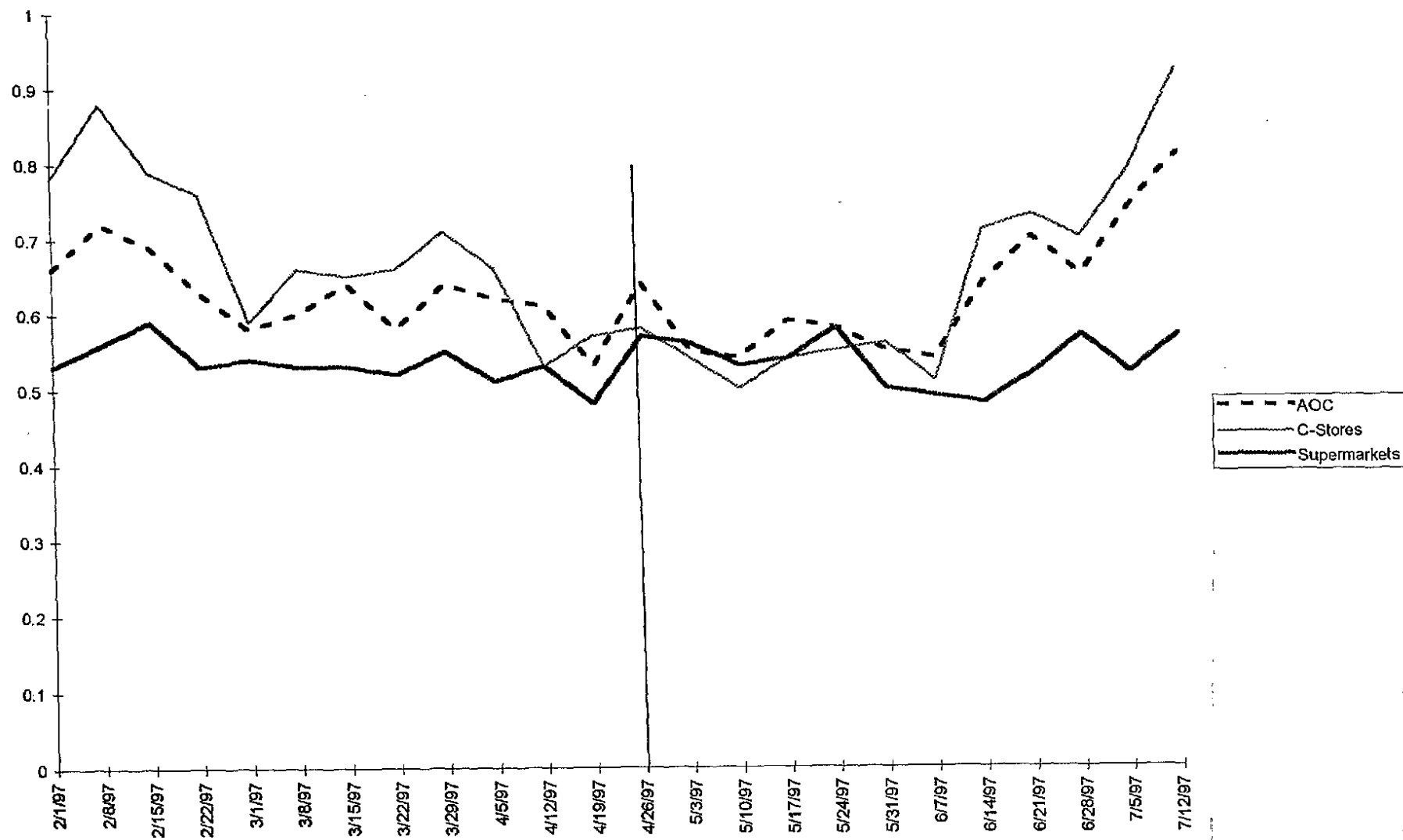
*AOC includes Supermarkets, Convenience Stores, Drug Stores, and Mass Merchandisers. The latter two are not shown due to small base sample

Total Share Parliament Lts Kings Box PM Section 24



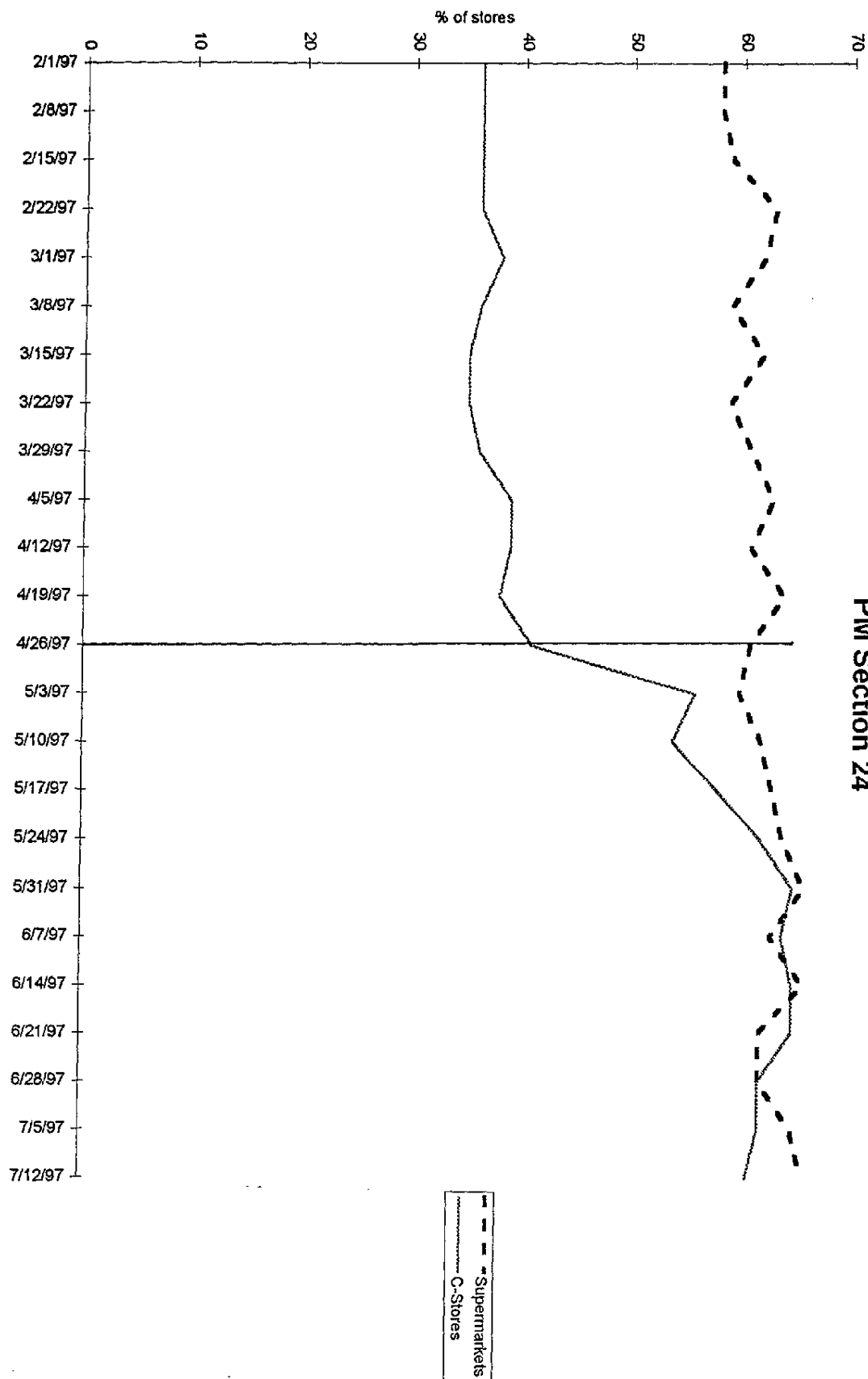
2071177714

Parliament Lts Kings Box Share in Stores Stocking PM Section 24

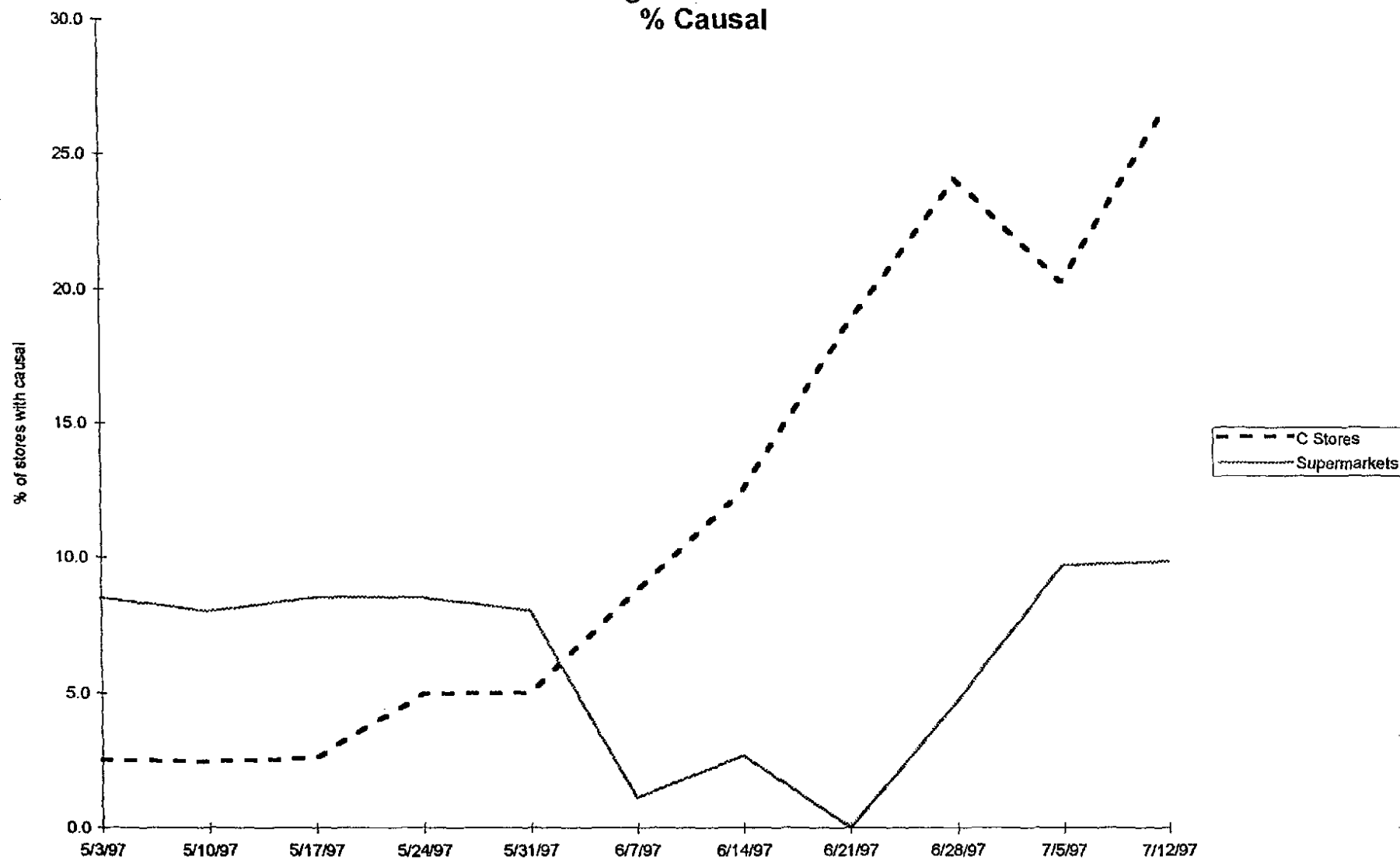


2071177715

2071177716



Parliament Lts Kings Box in Section 24 C-Stores % Causal



2071177717

PARLIAMENT BLUE KING SIZE BOX
VISIBILITY REPORT
TOTAL ALL FLORIDA

TOTAL STORES			CONVENIENCE STORES			SUPERMARKETS		
WEEK ENDING 7/9/97	CHANGE VS PRIOR WEEK	CUME SINCE INTRO	WEEK ENDING 7/9/97	CHANGE VS PRIOR WEEK	CUME SINCE INTRO	WEEK ENDING 7/9/97	CHANGE VS PRIOR WEEK	CUME SINCE INTRO

PARLIAMENT BLUE KING SIZE BOX

% VISIBILITY	49.6	1.4	59.7	47.6	1.3	56.3	58.5	1.9	71.7
<u>WHERE LOCATED (BASED ON VISIBILITY)</u>									
ON REGULAR PHILIP MORRIS OPB PACK RACK	44.6	-.6	49.3	55.6	1.5	56.1	6.5	-6.9	23.7
ON A SEPARATE TEMPORARY DISPLAY FOR ONLY PARLIAMENT	15.6	-5.3	34.2	18.8	-6.4	40.3	9.7	-3.7	28.9
ON A REGULAR PACK RACK	45.7	2.2	65.3	39.3	3.3	57.6	67.7	1.1	84.2
ON A REGULAR CARTON RACK	16.7	.3	24.9	8.5	-1.4	12.9	48.4	5.1	57.9
OTHER	.5	.5	6.2	.9	.9	6.5	-	-	7.9
<u>PARLIAMENT SIGNAGE ON OPB RACK</u>									
3-D HEADER	26.7	-.7	29.7	30.5	1.4	35.1	20.0	5.7	10.5
STANDARD PARLIAMENT HEADER CARD	13.3	-3.4	32.4	14.1	-6.1	37.7	-	-	15.8
STRIPS	36.4	.3	38.4	40.6	-.5	44.8	20.0	5.7	15.8
OTHER	.6	-.6	6.4	.8	-.8	7.1	-	-	5.3

PARLIAMENT B1G1F OFFER

% VISIBILITY	14.9	-.3	25.5	17.5	*	29.6	5.7	-3.8	13.2
<u>AVITY FEED DISPLAY</u>									
% VISIBILITY (BASED ON B1G1F VISIBILITY)	67.9	-14.3	84.4	65.1	-20.6	82.2	66.7	26.7	85.7
% SELF SERVICE (BASED ON DISPLAY VISIBILITY)	41.1	-7.1	59.3	39.5	-12.8	58.3	66.7	26.7	100.0
<u>WHERE LOCATED (BASED ON DISPLAY VISIBILITY)</u>									
SITTING ON COUNTER NEAR REGISTER	25.0	-8.9	50.6	27.9	-7.8	48.3	-	-40.0	66.7
SITTING ON COUNTER BUT NOT NEAR REGISTER OR CHECKOUT	19.6	1.8	28.4	18.6	-.4	25.0	33.3	33.3	50.0
SITTING ON A SHELF BEHIND COUNTER	21.4	-8.9	43.2	18.6	-12.3	46.7	-	-	-
MOUNTED ON A WALL - SELF SERVE	-	-	1.2	-	-	-	-	-	16.7

PARLIAMENT KING BOX .50 OFF 2 PACK PURCHASE

% VISIBILITY	5.1	4.5	5.0	4.9	4.5	4.9	-	-	-
<u>SET-SELL DISPLAY</u>									
% VISIBILITY (BASED ON .50 OFF 2 PK VISIBILITY)	89.5	-10.5	89.5	91.7	-8.3	91.7	-	-	-
% SELF SERVICE (BASED ON SET-SELL VISIBILITY)	47.4	-2.6	52.9	33.3	33.3	36.4	-	-	-
<u>WHERE LOCATED (BASED ON SET-SELL VISIBILITY)</u>									
SITTING ON COUNTER NEAR REGISTER	31.6	-18.4	35.3	33.3	33.3	36.4	-	-	-
SITTING ON COUNTER BUT NOT NEAR REGISTER OR CHECKOUT	15.8	15.8	17.6	-	-	-	-	-	-
SITTING ON A SHELF BEHIND COUNTER	42.1	-7.9	47.1	58.3	-41.7	63.6	-	-	-

PARLIAMENT BLUE KING SIZE BOX
VISIBILITY REPORT
TOTAL ALL FLORIDA

TOTAL STORES			CONVENIENCE STORES			SUPERMARKETS		
WEEK	CHANGE	CUME	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME
ENDING	VS PRIOR	SINCE	ENDING	VS PRIOR	SINCE	ENDING	VS PRIOR	SINCE
7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO

NON-PROMOTIONAL 20 PACK DISPLAY

% VISIBILITY	6.4	1.2	15.9	7.3	1.5	19.4	3.8	1.9	3.8
% SELF SERVICE (BASED ON DISPLAY VISIBILITY)	87.5	-7.2	88.3	88.9	-4.0	89.6	100.0	-	100.0
<u>WHERE LOCATED (BASED ON DISPLAY VISIBILITY)</u>									
SITTING ON COUNTER NEAR REGISTER	75.0	-9.2	81.7	83.3	-2.4	85.4	-	-100.0	50.0
SITTING ON COUNTER BUT	4.2	-6.4	10.0	-	-7.1	6.3	50.0	50.0	50.0
NOT NEAR REGISTER OR CHECKOUT									
SITTING ON A SHELF BEHIND COUNTER	20.8	15.6	23.3	16.7	9.5	20.8	50.0	50.0	50.0
OTHER	-	-	1.7	-	-	2.1	-	-	-

POS AVAILABILITY (BASED

ON PARL BLUE KSB VISIBILITY)

EXTERIOR BANNER	1.6	-.1	3.1	1.7	-.1	2.2	-	-	-
METAL SIGN	-	-	2.7	-	-	4.3	-	-	-
LARGE CLOCK	1.1	-.1	.9	1.7	-.1	1.4	-	-	-
CHANGE MAT	-	-	.9	-	-	1.4	-	-	-
REGISTER OPEN/CLOSED SIGN	-	-	.4	-	-	-	-	-	2.6
DANGLER	10.8	.6	25.3	12.8	2.0	30.2	6.5	-6.9	18.4
POSTER	8.6	.1	19.6	11.1	-.6	25.2	-	-	5.3
MATCH CADDY W/MATCHES	-	-.6	4.0	-	-	3.6	-	-3.3	5.3
OPM TALKER	3.8	-.8	11.1	4.3	-.2	11.5	-	-3.3	10.5
CARTON FIXTURE TALKER	2.2	-.1	7.6	2.6	-.1	8.6	-	-	2.6
"LOTTERY TICKETS SOLD HERE" DECAL	.5	*	1.3	.9	*	2.2	-	-	-

2071177719

PARLIAMENT BLUE KING SIZE BOX
VISIBILITY REPORT

	TOTAL FLORIDA			MIAMI			ORLANDO			TAMPA			JACKSONVILLE			PENSACOLA		
	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME	WEEK	CHANGE	CUME
ENDING	7/9/97	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE
		WEEK	INTRO		WEEK	INTRO		WEEK	INTRO		WEEK	INTRO		WEEK	INTRO		WEEK	INTRO
PARLIAMENT BLUE KING SIZE BOX																		
% VISIBILITY	49.6	1.4	59.7	54.7	2.7	68.0	81.3	4.0	85.5	74.7	-2.9	81.6	22.7	-	42.7	14.7	-	20.0
WHERE LOCATED (BASED ON VISIBILITY)																		
ON REGULAR PHILIP MORRIS OPB PACK RACK	44.6	-.6	49.3	58.5	-3.0	66.7	34.4	1.7	38.5	53.6	-.3	53.2	29.4	-5.9	31.3	27.3	-	60.0
ON A SEPARATE TEMPORARY DISPLAY FOR ONLY PARLIAMENT	15.6	-5.3	34.2	7.3	-2.9	35.3	18.0	-2.7	38.5	17.9	-7.1	35.5	29.4	-17.6	37.5	-	-	-
ON A REGULAR PACK RACK	45.7	2.2	65.3	26.8	-1.4	41.2	73.8	1.4	87.7	28.6	-.3	50.0	41.2	23.5	71.9	54.5	-	100.0
ON A REGULAR CARTON RACK	16.7	.3	24.9	17.1	-.9	17.6	31.1	-1.6	46.2	5.4	3.4	8.1	-	-	9.4	18.2	-	60.0
OTHER	.5	.5	6.2	-	-	5.9	-	-	3.1	1.8	1.8	12.9	-	-	3.1	-	-	-
PARLIAMENT SIGNAGE ON OPB RACK																		
3-D HEADER	26.7	-.7	29.7	33.3	-	40.0	35.1	-2.0	35.2	50.0	-6.7	60.5	12.0	.9	11.6	-	-	-
STANDARD PARLIAMENT HEADER CARD	13.3	-3.4	32.4	27.3	3.0	37.8	13.5	-9.3	37.0	23.5	.2	44.7	-	-14.8	39.5	-	-	-
STRIPS	36.4	.3	38.4	45.5	3.0	37.8	13.5	-.8	33.3	85.3	2.0	84.2	44.0	-7.9	39.5	-	-	-
OTHER	.6	-.6	6.4	-	-	2.2	-	-5.7	7.4	2.9	2.9	13.2	-	-	9.3	-	-	-
PARLIAMENT BIGIF OFFER																		
% VISIBILITY	14.9	-.3	25.5	9.3	1.3	24.0	32.0	6.7	44.7	26.7	-1.7	38.2	6.7	-4.0	13.3	-	-5.3	6.7
GRAVITY FEED DISPLAY																		
% VISIBILITY (BASED ON BIGIF VISIBILITY)	67.9	-14.3	84.4	71.4	-11.9	83.3	75.0	-14.5	94.1	50.0	-23.7	69.0	100.0	25.0	90.0	-	-100.0	100.0
% SELF SERVICE (BASED ON DISPLAY VISIBILITY)	41.1	-7.1	59.3	-	-16.7	33.3	50.0	-2.6	56.3	40.0	3.2	60.0	60.0	-15.0	100.0	-	-75.0	80.0
WHERE LOCATED (BASED ON DISPLAY VISIBILITY)																		
SITTING ON COUNTER NEAR REGISTER	25.0	-8.9	50.6	-	-33.3	33.3	37.5	-15.1	53.1	20.0	4.2	50.0	20.0	-17.5	66.7	-	-25.0	60.0
SITTING ON COUNTER BUT NOT NEAR REGISTER OR CHECKOUT	19.6	1.8	28.4	-	-	6.7	20.8	10.3	25.0	25.0	-1.3	45.0	20.0	7.5	33.3	-	-50.0	40.0
SITTING ON A SHELF BEHIND COUNTER	21.4	-8.9	43.2	71.4	21.4	66.7	16.7	-9.6	37.5	5.0	-26.6	50.0	40.0	15.0	22.2	-	-25.0	20.0
MOUNTED ON A WALL - SELF SERVE	-	-	1.2	-	-	-	-	-	-	-	-	-	-	-	11.1	-	-	-
PARLIAMENT KING BOX																		
.50 OFF 2 PACK PURCHASE																		
% VISIBILITY	5.1	4.5	5.0	8.0	8.0	8.0	8.0	5.3	7.9	2.7	2.7	2.6	-	-	-	6.7	6.7	6.7
SET-SELL DISPLAY																		
% VISIBILITY (BASED ON .50 OFF 2 PK VISIBILITY)	89.5	-10.5	89.5	100.0	100.0	100.0	83.3	-16.7	83.3	50.0	50.0	50.0	-	-	-	100.0	100.0	100.0
% SELF SERVICE (BASED ON SET-SELL VISIBILITY)	47.4	-2.6	52.9	33.3	33.3	33.3	33.3	-16.7	40.0	50.0	50.0	100.0	-	-	-	80.0	80.0	80.0
WHERE LOCATED (BASED ON SET-SELL VISIBILITY)																		
SITTING ON COUNTER NEAR REGISTER	31.6	-18.4	35.3	33.3	33.3	33.3	50.0	-	60.0	-	-	-	-	-	-	20.0	20.0	20.0
SITTING ON COUNTER BUT NOT NEAR REGISTER OR CHECKOUT	15.8	15.8	17.6	-	-	-	-	-	-	-	-	-	-	-	-	60.0	60.0	60.0
SITTING ON A SHELF BEHIND COUNTER	42.1	-7.9	47.1	66.7	66.7	66.7	33.3	-16.7	40.0	50.0	50.0	100.0	-	-	-	20.0	20.0	20.0

PREPARED BY FULL-LINE RESEARCH

0277711720

PAR ENT BLUE KING SIZE BOX
VISIBILITY REPORT

	TOTAL FLORIDA			MIAMI			ORLANDO			TAMPA			JACKSONVILLE			PENSACOLA		
	CHANGE			CHANGE			CHANGE			CHANGE			CHANGE			CHANGE		
WEEK	VS	CUME		WEEK	VS	CUME	WEEK	VS	CUME	WEEK	VS	CUME	WEEK	VS	CUME	WEEK	VS	CUME
ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING	PRIOR	SINCE	ENDING
7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97	WEEK	INTRO	7/9/97
NON-PROMOTIONAL 20 PACK DISPLAY																		
% VISIBILITY	6.4	1.2	15.9	4.0	1.3	17.3	18.7	6.7	30.3	4.0	-2.0	17.1	5.3	-	13.3	-	-	1.3
% SELF SERVICE (BASED ON DISPLAY VISIBILITY)	87.5	-7.2	88.3	33.3	-66.7	76.9	92.9	-7.1	91.3	100.0	-	100.0	100.0	25.0	90.0	-	-	-
WHERE LOCATED (BASED ON DISPLAY VISIBILITY)																		
SITTING ON COUNTER NEAR REGISTER	75.0	-9.2	81.7	33.3	-66.7	69.2	78.6	-21.4	91.3	100.0	50.0	84.6	75.0	-	80.0	-	-	-
SITTING ON COUNTER BUT NOT NEAR REGISTER OR CHECKOUT	4.2	-6.4	10.0	-	-	-	7.1	7.1	13.0	-	-50.0	23.1	-	-	-	-	-	-
SITTING ON A SHELF BEHIND COUNTER	20.8	15.6	23.3	66.7	66.7	38.5	14.3	14.3	21.7	-	-	7.7	25.0	-	20.0	-	-	100.0
OTHER	-	-	1.7	-	-	-	-	-	-	-	-	7.7	-	-	-	-	-	-
POS AVAILABILITY (BASED ON PARL BLUE KSB VISIBILITY)																		
EXTERIOR BANNER	18.8	.2	43.6	24.4	6.4	58.8	6.6	3.1	33.8	28.6	-3	50.0	29.4	-23.5	46.9	-	-	-
METAL SIGN	1.6	-1	3.1	-	-	3.9	1.6	-1	4.6	3.6	-3	3.2	-	-	-	-	-	-
LARGE CLOCK	-	-	2.7	-	-	2.0	-	-	6.2	-	-	1.6	-	-	-	-	-	-
CHANGE MAT	1.1	-1	.9	2.4	-1	2.0	-	-	-	-	-	-	5.9	-	3.1	-	-	-
REGISTER OPEN/CLOSED SIGN	-	-	.9	-	-	3.9	-	-	-	-	-	-	-	-	-	-	-	-
DANGLER	-	-	.4	-	-	-	-	-	1.5	-	-	-	-	-	-	-	-	-
POSTER	10.8	.6	25.3	17.1	9.4	39.2	-	-	4.6	21.4	2.2	38.7	5.9	-23.5	31.3	-	-	-
MATCH CADDY W/MATCHES	8.6	.1	19.6	12.2	-6	31.4	4.9	3.2	21.5	12.5	-2.9	19.4	5.9	-	6.3	-	-	-
OPH TALKER	-	-6	4.0	-	-2.6	5.9	-	-	1.5	-	-	4.8	-	-	6.3	-	-	-
CARTON FIXTURE TALKER	3.8	-8	11.1	-	-	3.9	-	-	-	5.4	-2.3	14.5	23.5	-	43.8	-	-	-
"LOTTERY TICKETS SOLD HERE" DECAL	2.2	-1	7.6	7.3	-4	17.6	-	-	-	1.8	-1	12.9	-	-	-	-	-	-
	.5	*	1.3	-	-	-	1.6	-1	1.5	-	-	3.2	-	-	-	-	-	-

PREPARED BY FULL-LINE RESEARCH

2071177721